

# NEWS RELEASE

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## Scandic's meeting product wins international environmental award

At the opening of the IMEX meetings and incentive fair in Frankfurt, hotel chain Scandic received yet more confirmation that its environmental work is top class. The hotel chain won the IMEX Green Meetings Award for its sustainable meeting product.

Jan Peter Bergkvist, Scandic's VP Sustainable Business was at the ceremony and had this to say: "For over 14 years, we have tried to be part of the solution instead of contributing to the problem of an unsustainable world. The meetings industry has an important role to play both directly and indirectly. By making the right decisions, Scandic, which hosts almost 200,000 meetings a year, can reduce any direct environmental impact and influence a large number of people."

There were 12 entrants in the "Green Meeting Product" category. According to the jury, Scandic was awarded first prize because: "Scandic's entry clearly shows what the hotel chain has achieved through its commitment and its documented resource savings. When followed up, it was established that Scandic's meeting product far outstrips the work of other hotel chains on the issue. Scandic has also developed innovations such as a tool where meeting bookers can calculate their environmental impact."

In the absence of a clear Nordic certification system for meetings and conferences, the hotel chain is seizing the initiative and launching its own sustainable meetings.

Scandic currently has over 100 Swan ecolabelled hotels in the Nordic region.

### **For more information, please contact:**

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Scandic is a leading European mid-market hotel company with 144 leased, managed and franchised hotels in operation and under development, with a total of over 26,000 rooms in ten countries. The aim is to grow the number of hotels to 200 over the next years, focusing on the Nordic region, Northern and Eastern Europe and Russia. Since 1994, sustainability has been an integrated part of the business and Scandic is proud of being a recognised industry leader today. From the start in 1963 the business concept has been to offer trouble-free and accessible hotel services for all - today delivered by 6,400 enthusiastic team members. Visit [scandichotels.com](http://scandichotels.com)

The Scandic logo, featuring the word "Scandic" in a bold, red, sans-serif font.